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Public Relations

MEMORANDUM FOR: ✓ Deputy Director for Administration
Deputy Director for Operations
Deputy Director for Science and Technology
Director, National Foreign Assessment Center
Inspector General
General Counsel
Comptroller
Director of Personnel
Director, Equal Employment Opportunity

FROM: Robert M. Gates
Director, Office of Policy and Planning

SUBJECT: Public Appearances of Agency Personnel

STAT 1. The DDCI has approved the attached policy guidance (Tab A) regarding public appearances of Agency officers. The most significant change from existing regulations [redacted] is the requirement to submit Form 879, Outside Activity Approval Request (Tab C), at least two weeks prior to appearances at external meetings or symposia.

2. This guidance will be incorporated into the regulations noted above. Meanwhile, please give it the widest possible distribution.

STAT

[redacted]
Robert M. Gates

Attachments

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APPEARANCES OF AGENCY PERSONNEL BEFORE PUBLIC GROUPS

(Exclusive of the DCI, DDCI, and
EEO and Recruitment Activities)

Requests for General Intelligence Briefings by Agency Officers

- All requests will be received by or routed to Public Affairs Branch for handling.
- Public Affairs Branch will consider all such requests on the basis of appropriateness and expected benefit to the Agency and will either:
 - Decline if inappropriate, or
 - Recommend the event and/or Agency speaker to the DDCI for approval or disapproval.
- Public Affairs Branch will decline disapproved events or arrange approved events. Arranged events will be coordinated with Recruitment Division.
- In the case of visiting academic groups, Public Affairs Branch will coordinate with the Coordinator for Academic Affairs (Public Affairs will arrange general intelligence briefings; the Academic Coordinator will arrange substantive briefings)..
- EEO and Office of Personnel sponsored recruitment appearances will be managed by the Office of Personnel and, as appropriate, coordinated with the Public Affairs Branch.

Requests for Substantive Presentations and/or Attendance/Participation at External Meetings or Symposia

- Requests from or for Agency officers to appear as an Agency representative in public at non-official professional or academic symposiums or conferences will be approved by the Deputy Director or the Head of Independent Office of each component.
- Each request will be accompanied by a Form 879, Outside Activity Approval Request. Copies will be provided by the component to the Public Affairs Branch, the Recruitment Division, the Office of Security and, when appropriate, the Academic Coordinator and the Central Cover Staff. Form 879 will be submitted two weeks in advance of the appearance.
- Arrangements will be accomplished by the approving office with the assistance, when requested, of the Public Affairs Branch or the Coordinator for Academic Relations.

Other Public Appearances

- Other outside activities as well as appearances at international conferences or conventions also require submission of Form 879 to the Office of Security
- Responses to Congressional requests for Agency presentations may also be component-approved, but in coordination with Legislative Liaison
- An information copy of each Form 879 will be provided to the Chief, Public Affairs Branch.

Attachments: Form 879

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PUBLIC AFFAIRS

4. AGENCY PRESENTATIONS TO NON-GOVERNMENT ORGANIZATIONS

SYNOPSIS. This regulation sets forth policy, responsibilities, procedures, and guidelines governing Agency presentations to non-Government organizations.

a. POLICY

- (1) The Agency frequently is requested by non-Government organizations to provide representatives to speak on the general subject of intelligence or on substantive topics. It is Agency policy to respond positively to such requests whenever possible to increase public understanding of the Agency's role in Government and to foster beneficial relations with the academic and professional communities.
- (2) All presentations will be on an unclassified basis only.
- (3) The participation of Agency personnel will be in response to outside requests for speakers. Agency personnel may not take the initiative in soliciting or initiating requests.
- (4) The acceptance or refusal of a request will not discriminate among requesters and will be based on the following considerations:
 - (a) The subject matter of the proposed presentation, particularly in terms of Agency competence to handle the topic and the propriety of an Agency representative speaking on the topic.
 - (b) The availability of a qualified speaker.
 - (c) The geographic location of the requested presentation, particularly in terms of financial expense.
 - (d) The size and composition of the proposed audience.
 - (e) The extent and nature of any publicity and the likely press coverage.
 - (f) The physical environment and the likelihood of risk to employee safety.

b. RESPONSIBILITIES

- (1) The Director of Public Affairs is responsible for approving and responding to all requests for speakers on the general subject of intelligence. Requests for speakers on substantive topics may be approved and responded to by the Deputy Director or Head of Independent Office concerned. The responsible Deputy Director or Head of Independent Office will inform the Director of Public Affairs of the proposed response. Responses to Congressional requests will be coordinated with the Office of Legislative Counsel.
- (2) The Director of Public Affairs and the Deputy Director or Head of Independent Office concerned will ensure that the content of any presentation is unclassified and consistent with established policies of the Agency and U.S. Government.
- (3) The Director of Public Affairs will establish a Speakers Bureau consisting of Agency officials with the seniority and experience necessary to ensure familiarity with the full scope of the Agency's mission and programs.
- (4) Agency personnel who receive requests for presentations directly from outside contacts will inform the Director of Public Affairs and, when appropriate, the NFAC Coordinator for Academic Relations (NFAC/CAR). An employee wishing that such a request be accepted will submit a request for approval through command channels to the appropriate official as specified in paragraph (1) above. The request for approval must have the concurrence of the Director of Security, and when necessary, the Chief, Central Cover Staff. A copy of the request for approval will be provided to NFAC/CAR for recordkeeping purposes.

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PUBLIC AFFAIRS

c. SUBSTANTIVE PRESENTATIONS

- (1) Agency representatives chosen to speak on substantive topics will be selected from officers who are actively engaged in or are directly responsible for research and analysis on the topic in question.
- (2) Approval for substantive presentations will be granted only if there is a clear understanding that:
 - (a) The requester must provide a reasonable prior guarantee of minimum publicity before and after the speaker's presentation.
 - (b) The speaker will not be available for ad hoc or unscheduled presentations to other groups.
 - (c) The speaker's presentation will be confined to the substantive topic or subject requested.
 - (d) The speaker will not be authorized to meet with representatives of the press or to respond to their questions.

d. LOCATION OF PRESENTATIONS. When presentations are given at CIA facilities, the requesting organization will be required to provide to the Director of Public Affairs a complete listing of the name, date of birth, and citizenship of each individual scheduled to attend.

e. PRESS COVERAGE. Press coverage of presentations at Agency facilities will be avoided unless specifically authorized by the Director of Public Affairs.

f. COMPENSATION. Because such presentations are in the public interest, travel and per diem expenses of speakers will be assumed by the Agency in accordance with existing regulations. If the organization offers to pay for transportation, lodging, and food of the speaker in whole or in part, the compensation may be accepted as reimbursement to the U.S. Government. A speaker may not be reimbursed by the requester for expenses, and under no circumstances will the speaker accept any other form of compensation or personal honorarium.

CLASSIFY AS APPROPRIATE

OUTSIDE ACTIVITY APPROVAL REQUEST

COMPLETE AND FORWARD TO EXTERNAL ACTIVITIES BRANCH

| | | | | | |
|-------|---|-------|-----------|--------------------|-------|
| TO : | DIRECTOR OF SECURITY; ATTN: EXTERNAL ACTIVITIES BRANCH | | | | DATE |
| THRU: | (Staff, division or office head and security officer, where assigned) | | | | |
| FROM: | FULL NAME (Print or Type) | GRADE | COMPONENT | ROOM NO. AND BLDG. | PHONE |

1. Full description of outside activity for which approval is requested including names of organizations or individuals concerned, dates, locale, etc. (Refer ☐ before completing) If request concerns private foreign travel see ☐ and indicate herein whether occupation and employer information is required for visa application. If court appearance, attach copy of summons.

2. Remarks by requestor

- I ☐ am, ☐ am not presently under cover.
 I ☐ will, ☐ will not acknowledge my CIA employment for the following reasons: (specify)

SIGNATURE OF REQUESTING EMPLOYEE

3. Comments and concurrence of operating official:

CONCUR: _____

DATE _____

4. Comments and concurrence of Central Cover Staff:

CONCUR: _____

DATE _____

5. Concurrence of other concerned offices:

| OFFICE | CONCURRENCE SIGNATURE | DATE |
|--------|-----------------------|------|
| | | |
| | | |
| | | |
| | | |

() Check for non-concurrence/statement attached

FOR COMPLETION BY EXTERNAL ACTIVITIES BRANCH AND RETURN TO EMPLOYEE

DATE:

SECURITY APPROVAL HAS BEEN ☐ GRANTED ☐ DENIED
 FOR THE ACTIVITY CONTEMPLATED BY THIS REQUEST.

(FOR) CHIEF, SECURITY SUPPORT DIVISION